

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:
 - determining a probability that the audience member is in an audience of a receiver;
 - prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,
 - suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.
2. (Original) The method of claim 1 wherein the suppression of prompting comprises:
 - if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;
 - prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,
 - suppressing prompting of the audience member if the audience member has already entered the audience member identification.

3. (Original) The method of claim 1 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

4. (Original) The method of claim 3 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

5. (Original) The method of claim 1 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

6. (Original) The method of claim 5 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the

audience member has not already entered the audience member identification; and,
suppressing prompting of the audience member if the audience member has already entered the audience member identification.

7. (Original) The method of claim 1 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

8. (Original) The method of claim 7 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a program being received by the receiver during the corresponding day part.

9. (Original) The method of claim 7 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,
suppressing prompting of the audience member if the audience member has already entered the audience member identification.

10. (Original) The method of claim 7 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

11. (Original) The method of claim 10 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

12. (Original) The method of claim 7 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,

executing the method only after the passage of a predetermined amount of time from the initial prompting.

13. (Original) The method of claim 12 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the

audience member has not already entered the audience member identification; and,
suppressing prompting of the audience member if the audience member has
already entered the audience member identification.

14. (Original) The method of claim 1 further comprising:
storing audience identification data in tables;
collapsing the tables if the tables contain insufficient data to make a prompting
decision.

15. (Original) The method of claim 14 wherein the collapsing of the tables is
weighted depending upon age of the audience member identification data.

16. (Original) A method of prompting an audience member to enter an
audience member identification into an audience meter comprising:
determining a variable as a function of a number of times that the audience
member was in an audience of a receiver and a number of times that the receiver was
turned on;
prompting the audience member to enter the audience member identification if the
variable is not greater than a threshold; and,
suppressing prompting of the audience member if the variable is greater than the
threshold.

17. (Original) The method of claim 16 wherein the determination of a variable
comprises determining the variable as a function of a number of times that the audience

member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

18. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

19. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

20. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

21. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was

turned on during the predetermined day part over the predetermined amount of time and by the SID.

22. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

23. (Original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

24. (Original) The method of claim 16 wherein the suppression of prompting comprises:

determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

25. (Original) The method of claim 24 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

26. (Original) The method of claim 24 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

27. (Original) The method of claim 26 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether, the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

28. (Original) The method of claim 24 further comprising:
initially prompting the audience member to enter the audience member
identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time
from the initial prompting.

29. (Original) The method of claim 28 wherein the suppression of prompting
of the audience member if the probability that the audience member is in the audience of
the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is
greater than the threshold, determining whether the audience member has already entered
the audience member identification;

prompting the audience member to enter the audience member identification if the
audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has
already entered the audience member identification.

30. (Original) The method of claim 24 wherein the determination of the
probability that the audience member is in an audience of the receiver comprises
determining the probability that the audience member is in an audience of the receiver
based upon a number of times that the audience member has been in the audience of the
receiver during a corresponding day part.

31. (Original) The method of claim 30 wherein the determination of the
probability that the audience member is in an audience of the receiver comprises

determining the probability that the audience member is in an audience of the receiver based upon a program being received by the receiver during the corresponding day part.

32. (Original) The method of claim 30 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

33. (Original) The method of claim 30 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

34. (Cancelled)

35. (Original) The method of claim 30 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,

executing the method only after the passage of a predetermined amount of time from the initial prompting.

36. (Cancelled)
37. (Original) The method of claim 24 further comprising:
storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.
38. (Original) The method of claim 37 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.
39. (Original) The method of claim 16 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.
40. (Original) The method of claim 16 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.
41. (Original) The method of claim 16 wherein the suppression of prompting comprises:
if the variable is greater than the threshold, determining whether the variable is equal to a current persons count;
prompting the audience member to enter the audience member identification if the variable is not equal to the current persons count; and,
suppressing prompting of the audience member if the variable is equal to the current persons count.

42. (Original) The method of claim 41 wherein the suppression of prompting of the audience member if the variable is equal to the current persons count comprises:

if the variable is equal to the current persons count, determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

43. (Original) The method of claim 42 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification

44. (Original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

prompting the audience member to enter the audience member identification at

intermittent prompting occasions;

at each prompting occasion, determining a likelihood based upon past audience composition and tuning habits that the audience member is in an audience of a receiver; and,

suppressing prompting of the audience member if the determination made at a corresponding prompting occasion indicates that it is likely that the audience member is in the audience of the receiver.

45. (Original) The method of claim 44 wherein the determination of likelihood comprises determining a probability that the audience member is in the audience of the receiver, and wherein the suppression of prompting comprises:

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

46. (Original) The method of claim 45 wherein the determination of a probability comprises determining by day part the probability that the audience member is in the audience of a receiver.

47. (Original) The method of claim 45 wherein the determination of a probability comprises determining by SID class the probability that the audience member is in the audience of a receiver.

48. (Original) The method of claim 44 wherein the determination of likelihood comprises determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on, and wherein the suppression of prompting comprises:

prompting the audience member to enter the audience member identification if the variable is not greater than a threshold; and,

suppressing prompting of the audience member if the variable is greater than the threshold.

49. (Original) The method of claim 48 wherein the determination of a variable comprises determining by day part the variable as a function of the number of times that the audience member was in the audience of the receiver and the number of times that the receiver was turned on.

50. (Original) The method of claim 48 wherein the determination of a variable comprises determining by SID class the variable as a function of the number of times that the audience member was in the audience of the receiver and the number of times that the receiver was turned on.

51. (Original) The method of claim 48 wherein the suppression of prompting of the audience member if the variable is greater than the threshold comprises:

if the variable is greater than the threshold, determining whether the variable is equal to a current persons count;

prompting the audience member to enter the audience member identification if the variable is not equal to the current persons count; and,

suppressing prompting of the audience member if the variable is equal to the current persons count.

52. (Original) The method of claim 51 wherein the suppression of prompting of the audience member if the variable is equal to the current persons count comprises:

if the variable is equal to the current persons count, determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

53. (Original) The method of claim 44 wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the method further comprises varying the period T depending upon prior responses to the prompting.

54. (Original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

applying a heuristic to determine whether the audience member is in an audience of a receiver;

counting the audience members in the audience of the receiver to produce a count;

prompting the audience member to enter the audience member identification if the heuristic indicates that the audience member is not in the audience of the receiver and if

the count is not equal a number of logged in audience members; and,

suppressing prompting of the audience member if the heuristic indicates that the audience member is in the audience of the receiver and if the count is equal the number of logged in audience members.

55. (Original) The method of claim 54 wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a probability that the audience member is in an audience of a receiver, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression of prompting of the audience member comprises suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold and if the count is equal a number of logged in audience members.

56. (Original) The method of claim 55 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

57. (Original) The method of claim 54 wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises

determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the variable is not greater than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression of prompting of the audience member comprises suppressing prompting of the audience member if the variable is greater than the threshold and if the count is equal a number of logged in audience members.

58. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

59. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

60. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a

number of times that the receiver was turned on during the predetermined amount of time.

61. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

62. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

63. (Currently Amended) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a ~~SIED~~SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

64. (Original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience

member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

65. (Original) The method of claim 54 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

66. (Original) The method of claim 54 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,

executing the method only after the passage of a predetermined amount of time from the initial prompting.

67. (Original) The method of claim 54 further comprising storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

68. (Original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising;

determining a probability that the audience member is in an audience of a receiver based upon both tuning history and tuning style;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

69. (Currently Amended) The method of claim 68 wherein the tuning style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

70. (Cancelled)

71. (Cancelled)

72. (Cancelled)

73. (Original) The method of claim 68 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

74. (Original) The method of claim 68 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

75. (Original) The method of claim 68 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

76. (Original) The method of claim 68 further comprising:
storing audience identification data in tables;
collapsing the tables if the tables contain insufficient data to make a prompting decision.

77. (Original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:
determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on;

determining a probability that the audience member is in an audience of a receiver based upon tuning style;

prompting the audience member to enter the audience member identification if the variable is not greater than a first threshold and if the probability is not greater than a second threshold; and,

suppressing prompting of the audience member if the variable is greater than the threshold and if the probability is greater than a second threshold.

78. (Currently Amended) The method of claim 77 wherein the tuning style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

79. (Cancelled)

80. (Cancelled)

81. (Cancelled)

82. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

83. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

84. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

85. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

86. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

87. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

88. (Original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

89. (Original) The method of claim 77 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

90. (Original) The method of claim 77 further comprising:
initially prompting the audience member to enter the audience member
identification upon detection that the receiver has been turned on; and,

executing the method only after the passage of a predetermined amount of time from the initial prompting.

91. (Previously Presented) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a variable representative of a likelihood an audience member is present in an audience of a receiver;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold; and

suppress prompting of the audience member if the representative value is greater than the threshold.

92. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by computing a probability the audience member is present in the audience.

93. (Previously Presented) An article of manufacture as defined in claim 92 wherein the probability is computed based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

94. (Cancelled)

95. (Cancelled)

96. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the audience member was historically in the audience of the receiver.

97. (Previously Presented) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the receiver has been turned on.

98. (Previously Presented) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

99. (Previously Presented) An article of manufacture as defined in claim 96 wherein the number of times that the audience member was historically in the audience of the receiver and the number of times that the receiver has been turned on are referenced to a predetermined day part.

100. (Previously Presented) An article of manufacture as defined in claim 96 wherein the number of times that the audience member was historically in the audience of the receiver and the number of times that the receiver has been turned on are referenced to a predetermined source identification (SID) code.

101. (Previously Presented) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon at least one of tuning style or tuning patterns.

102. (Cancelled)

103. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver using a heuristic.

104. (Previously Presented) An article of manufacture as defined in claim 103 wherein the heuristic utilizes at least one of: a number of times that the audience member has been in the audience; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that the receiver is turned on; or whether the audience member is logged in.

105. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon tuning style.

106. (Previously Presented) An article of manufacture as defined in claim 105 wherein the machine readable instructions cause the machine to determine the variable

representative of the likelihood the audience member is present in the audience of the receiver based on tuning history.

107. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by computing a likelihood based upon past audience composition and tuning habits.

108. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the audience member has already entered the audience member identification.

109. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to wait a pre-determined amount of time between prompting decisions.

110. (Previously Presented) An article of manufacture as defined in claim 109 wherein the machine readable instructions cause the machine to initially prompt the audience member to enter the audience member identification upon a detection that the receiver has been turned on.

111. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to prompt or suppress the prompting at intermittent prompting occasions.

112. (Previously Presented) An article of manufacture as defined in claim 111 wherein the intermittent prompting occasions are nominally separated from one another by a period T , and wherein the period T varies depending upon prior responses to the prompting.

113. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

count the audience members in the audience of the receiver to produce a count;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

suppress prompting of the audience member if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

114. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

store audience identification data in tables; and

collapse the tables if the tables contain insufficient data to make a prompting decision.

115. (Previously Presented) An article of manufacture as defined in claim 114 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

116. (Previously Presented) An apparatus comprising:
a memory; and
a processor coupled to the memory and programmed to:
determine a variable representative of a likelihood an audience member is present
in an audience of a receiver;
prompt the audience member to enter an audience member identification if the
representative variable is not greater than a threshold; and
suppress prompting of the audience member if the representative value is greater
than the threshold.

117. (Previously Presented) An apparatus as defined in claim 116, wherein the
processor is programmed to determine the variable representative of the likelihood the
audience member is present in the audience of the receiver by computing a probability
the audience member is present in the audience.

118. (Previously Presented) An apparatus as defined in claim 117, wherein the
probability is computed based upon a number of times that the audience member has
been in the audience of the receiver during a corresponding day part.

119. (Previously Presented) An apparatus as defined in claim 116, wherein the
processor is programmed to determine the variable representative of the likelihood the
audience member is present in the audience of the receiver based on a number of times
that the audience member was historically in the audience of the receiver.

120. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the receiver has been turned on.

121. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

122. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon at least one of tuning style or tuning patterns.

123. (Cancelled)

124. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver using a heuristic.

125. (Previously Presented) An apparatus as defined in claim 124, wherein the heuristic utilizes at least one of: a number of times that the audience member has been in the audience; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that the receiver is turned on; or whether the audience member is logged in.

126. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon tuning style.

127. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by computing a likelihood based upon audience composition and tuning habits.

128. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to suppress prompting of the audience member if the audience member has already entered the audience member identification.

129. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to wait a pre-determined amount of time between prompting decisions.

130. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to prompt or suppress the prompting at intermittent prompting occasions.

131. (Previously Presented) An apparatus as defined in claim 130, wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the period T varies depending upon prior responses to the prompting.

132. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to:

count the audience members in the audience of the receiver to produce a count;
prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

suppress prompting of the audience member if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

133. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to:

store audience identification data in tables; and
collapse the tables if the tables contain insufficient data to make a prompting decision.

134. (Currently Amended) A method ~~of distinguishing audience members~~ comprising as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording data indicative of historical tuning behavior for ~~an individual~~ the person;
recording data indicative of current tuning behavior; and
~~determining if the individual is present in an audience by comparing the data~~
indicative of current tuning behavior to the data indicative of historical tuning behavior.

135. (Previously Presented) A method as defined in claim 134, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning

acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

136. (Previously Presented) A method as defined in claim 134, wherein recording the data indicative of historical tuning behavior comprises periodically prompting for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

137. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts increase over time.

138. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts depends upon distinctiveness of the recorded data.

139. (Currently Amended) An article of manufacture as defined in claim 184, wherein the storing machine readable instructions which, when executed, cause the machine to determine the probability that the person is in the audience by:
recording data indicative of historical tuning behavior for an individual the person;
recording data indicative of current tuning behavior; and
determine if the individual is present in an audience by comparing the data
indicative of current tuning behavior to the data indicative of historical tuning behavior.

140. (Previously Presented) An article of manufacture as defined in claim 139, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

141. (Previously Presented) An article of manufacture as defined in claim 139, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

142. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

143. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

144. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by comprising:

~~—— a memory; and~~

~~—— a processor coupled to the memory and programmed to:~~

recording data indicative of historical tuning behavior for ~~an individual~~ the person;

recording data indicative of current tuning behavior; and

~~determine if the individual is present in an audience by comparing the data~~
indicative of current tuning behavior to the data indicative of historical tuning behavior.

145. (Previously Presented) An apparatus as defined in claim 144, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity,

tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

146. (Previously Presented) An apparatus as defined in claim 144, wherein the processor is programmed to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

147. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

148. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

149. (Currently Amended) A method of distinguishing audience members comprising as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording a first set of data associated with ~~a first audience member~~ the person;
recording a second set of data associated with a second ~~audience member~~ person;
and
~~identifying a presence of the first audience member or the second audience member by~~ comparing a recent set of audience inputs to the first and second sets of data.

150. (Previously Presented) A method as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data uses at least one statistical difference between the first and second sets of data.

151. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data comprises comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data .

152. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein recording the set of data associated with the individual comprises periodically prompting for an audience member identification to associate recorded data with the audience member.

153. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts increases over time.

154. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts depends upon statistical distinctiveness between the first and the second sets of data.

155. (Currently Amended) An article of manufacture as defined in claim 184,
wherein the storing machine readable instructions ~~which, when executed,~~ cause at the
machine to determine the probability that the person is in the audience by:

recording a first set of data associated with ~~a first audience member~~ the person;

recording a second set of data associated with a second ~~audience member~~ person;

and

~~identify a presence of the first audience member or the second audience member~~
by comparing a recent set of audience inputs to the first and second sets of data.

156. (Previously Presented) An article of manufacture as defined in claim 155,
wherein the machine readable instructions cause the machine to compare the recent set of
audience inputs to the first and second sets of data by using at least one statistical
difference between the first and second sets of data.

157. (Previously Presented) An article of manufacture as defined in claim 155,
wherein the machine readable instructions cause the machine to compare the recent set of
audience inputs to the first and second sets of data by comparing at least one of average
rate of channel changing, instantaneous rate of channel changing, acceleration of channel
changing, subsets of channel viewed, duration of channel viewing, time of day, or
direction of channel changing for the recent set of audience inputs to at least one of the
first or second set of data.

158. (Previously Presented) An article of manufacture as defined in claim 155,
wherein the machine readable instructions cause the machine to periodically prompt for
an audience member identification to associate recorded data with the audience member.

159. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

160. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

161. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience ~~by comprising:~~

~~— a memory; and~~

~~— a processor coupled to the memory and programmed to:~~

~~recording a first set of data associated with a first audience member~~ the person;

~~recording a second set of data associated with a second audience member~~ person;

~~and~~

~~comparing a recent set of audience inputs to the first and second sets of data.~~

162. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

163. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first and second set of data.

164. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to periodically prompt for an audience member identification to associate recorded data with the audience member.

165. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

166. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

167. (Currently Amended) A method ~~of identifying a presence of an individual in an audience comprising~~ as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between

sequential pairs of the tuning events; and

~~identifying the individual causing~~comparing the tuning events ~~based onto~~ the series of time intervals.

168. (Previously Presented) A method as defined in 167, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

169. (Previously Presented) A method as defined in 167 further comprising at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

170. (Previously Presented) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

171. (Previously Presented) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;
comparing the series of time references to a historical record of viewing times;
and
identifying the individual causing the tuning events based on the comparisons.

172. (Currently Amended) An article of manufacture as defined in claim 184, wherein the storing machine readable instructions which, when executed, cause the machine to determine the probability that the person is in the audience by:

detecting a series of tuning events;
recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; ~~and~~
~~identify an individual causing~~ comparing the tuning events ~~based onto~~ the series of time intervals.

173. (Previously Presented) An article of manufacture as defined in 172, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and
identifying the individual causing the tuning events based on the comparison.

174. (Previously Presented) An article of manufacture as defined in 172 wherein the machine readable instructions cause the machine to perform at least one of:
recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or
recording a series of time references associated with respective ones of the series of tuning events.

175. (Previously Presented) An article of manufacture as defined in 174, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;
comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and
identifying the individual causing the tuning events based on the comparisons.

176. (Previously Presented) An article of manufacture as defined in 174, the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;
comparing the series of time references to a historical record of viewing times;
and
identifying the individual causing the tuning events based on the comparisons.

177. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by comprising:

~~— a memory; and~~

~~— a processor coupled to the memory and programmed to:~~

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

~~identify an individual causing~~ comparing the tuning events ~~based on~~ to the series of time intervals.

178. (Previously Presented) An apparatus as defined in 177, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

179. (Previously Presented) An apparatus as defined in 177 wherein the processor is programmed to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

180. (Previously Presented) An apparatus as defined in 179, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

181. (Previously Presented) An apparatus as defined in 179, the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times;

and

identifying the individual causing the tuning events based on the comparisons.

Please add the following new claims:

182. (New) A method comprising:

determining a count of audience members of a receiver;

determining a probability that an unidentified person is in the audience if the count is different from a number of logged-in audience members; and

selectively providing a prompt for an audience identification based on the probability.

183. (New) A method as defined in claim 182, wherein selectively providing the prompt for the audience identification based on the probability comprises:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

184. (New) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a count of audience members of a receiver;

determine a probability that an unidentified person is in the audience if the count is different from a number of logged-in audience members; and

selectively provide a prompt for an audience identification based on the probability.

185. (New) An article of manufacture as defined in claim 184, wherein the machine readable instructions cause the machine to selectively provide the prompt for the audience identification based on the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

186. (New) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a count of audience members of a receiver;

determine a probability that an unidentified person is in the audience if the
count is different from a number of logged-in audience members; and

selectively provide a prompt for an audience identification based on the
probability.

187. (New) An apparatus as defined in claim 186, wherein the processor is
programmed to selectively provide the prompt for the audience identification based on
the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not
exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the
threshold.

188. (New) A method comprising:

determining a first probability that a first audience member is in an audience of a
receiver;

determining a second probability that a second audience member is in the
audience of the receiver;

logging-in the first audience member with a first audience identification based on

the first probability; and

selectively providing a prompt for a second audience identification based on the second probability, wherein the first and the second audience members may be in the audience of the receiver at the same time.

189. (New) A method as defined in claim 188 wherein selectively providing the prompt for the second audience identification based on the second probability comprises:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

190. (New) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a first probability that a first audience member is in an audience of a receiver;

determine a second probability that a second audience member is in the audience of the receiver;

log-in the first audience member with a first audience identification based on the first probability; and

selectively provide a prompt for a second audience identification based on the second probability, wherein the first and the second audience members may be in the audience of the receiver at the same time.

191. (New) An article of manufacture as defined in claim 190, wherein the machine readable instructions cause the machine to selectively provide the prompt for the second audience identification based on the second probability by:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

192. (New) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a first probability that a first audience member is in an audience of a receiver;

determine a second probability that a second audience member is in the audience of the receiver;

log-in the first audience member with a first audience identification based on the first probability; and

selectively provide a prompt for a second audience identification based on the second probability, wherein the first and the second audience members may be in the audience of the receiver at the same time.

193. (New) An apparatus as defined in claim 192, wherein the processor is programmed to selectively provide the prompt for the second audience identification

based on the second probability by:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability
does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the
second probability exceeds the threshold.